

IN THE CLAIMS

Claims 1, 3, 7, 10-15, and 17-20 are proposed to be amended herein. Claim 9 is canceled and incorporated into an independent claim. All pending claims are reproduced below.

1. (Currently Amended) A computer-implemented method of determining a customer valuation for a specific property, comprising:

receiving a request for a resource for the specific property for a customer;

using the computer to perform a valuing operation for the customer based at least on

activities, stored in a database, of the customer at two or more properties,

where the customer value is specific to the property; ~~and~~

using the computer to determine a cost of the requested resource in accordance with the

customer valuation, the cost being stored in a memory of the computer; and

returning a customer segment, expected nightly profit, and an indication of whether the

customer is incentivized to a resource manager so that the resource manager

can determine a price for the resource.

2. (Original) The method of claim 1, wherein the customer activities are located at properties different from the property for which the customer is being valued.

3. (Currently Amended) A computer-implemented method of determining a customer valuation for a specific property, comprising:

receiving a request for a resource for the specific property for a customer;

using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more properties, where the customer value is specific to the property

~~The method of claim 1~~, where valuing the customer comprises:

determining a theoretical win for the customer;

determining daily profits for the customer in accordance with the theoretical win; and

determining a customer segment in accordance with the daily profits; and

using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

4. (Original) The method of claim 3, further comprising determining whether the customer should be incentivized.

5. (Previously presented) The method of claim 3, further comprising adjusting the daily profits in accordance with the number of nights that the customer stays in a property overnight.

6. (Original) The method of claim 3, further including determining the customer segment in accordance with total nightly profits.

7. (Currently Amended) ~~The method of claim 1~~ A computer-implemented method of determining a customer valuation for a specific property, comprising:

receiving a request for a resource for the specific property for a customer;

using the computer to perform a valuing operation for the customer based at least on

activities, stored in a database, of the customer at two or more properties, where

the customer value is specific to the property, wherein valuing the customer is also based on the fact that a first type of game is less profitable than other types of games; and
using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

8. (Canceled)

9. (Canceled)

10. (Currently Amended) ~~The method of claim 1,~~ A computer-implemented method of determining a customer valuation for a specific property, comprising:
receiving a request for a resource for the specific property for a customer;
using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more properties, where the customer value is specific to the property, wherein valuing the customer also includes determining whether there are to be multiple customers in a room; and
using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

11. (Currently Amended) ~~The method of claim 1~~ A computer-implemented method of determining a customer valuation for a specific property, comprising:
receiving a request for a resource for the specific property for a customer;
using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more properties,

where the customer value is specific to the property, wherein valuing the customer also includes determining a default theoretical win for the customer if there is no data from previous trips of the customer; and
using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

12. (Currently Amended) ~~The method of claim 1~~ A computer-implemented method of determining a customer valuation for a specific property, comprising:
receiving a request for a resource for the specific property for a customer;
using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more properties,
where the customer value is specific to the property, wherein valuing the customer also includes determining an actual theoretical win for the customer based on data from previous trips of the customer; and
using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

13. (Currently Amended) ~~The method of claim 1~~ A computer-implemented method of determining a customer valuation for a specific property, comprising:
receiving a request for a resource for the specific property for a customer;
using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more properties,
where the customer value is specific to the property, wherein valuing the

customer also includes determining an average daily profit for the customer based on data from previous trips of the customer, by gaming type; and using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

14. (Currently Amended) ~~The method of claim 1~~ A computer-implemented method of determining a customer valuation for a specific property, comprising:

receiving a request for a resource for the specific property for a customer;
using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more properties,
where the customer value is specific to the property, wherein valuing the customer uses a default “source” theoretical win value if there is no data on the customer’s previous trips and the source of the customer is known; and
using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

15. (Currently Amended) ~~The method of claim 1~~ A computer-implemented method of determining a customer valuation for a specific property, comprising:

receiving a request for a resource for the specific property for a customer;
using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more properties,
where the customer value is specific to the property, wherein valuing the customer uses a default theoretical win value specific to the property if there

is no data on the customer's previous trips and the source of the customer is not known; and
using the computer to determine a cost of the requested resource in accordance with the
customer valuation, the cost being stored in a memory of the computer.

16. (Previously presented) The method of claim 1, wherein valuing the customer uses data based on the customer's previous trips to hotels only.

17. (Currently Amended) A system for determining a customer valuation for a specific property, comprising:

a user interface receiving a request for a resource for the specific property for a customer;
and

a customer valuation system, valuing the customer based at least on activities of the customer at two or more properties, where the customer value is specific to the property; and

a resource manager that receives a customer segment, expected nightly profit, and an indication of whether the customer is incentivized so that the resource manager can determine a price for the resource.

18. (Currently Amended) A computer-implemented method of determining a customer value for a first property, comprising:

receiving a request for a resource for the first property for a customer;

using the computer to perform a valuing operation for the customer based at least on activities, stored in a database, of the customer at two or more other properties,

where the customer value is specific to the first property and where the activities at the two or more other properties would result in a different valuation for the customer at a second property that is different from the first property, wherein valuing the customer also includes determining an actual theoretical win for the customer based on data from previous trips of the customer; and using the computer to determine a cost of the requested resource in accordance with the customer valuation, the cost being stored in a memory of the computer.

19. (Currently Amended) The method of claim 1, wherein the customer's ~~activities~~ activities comprise gambling activities.
20. (Currently Amended) The system of claim 17, wherein the customer's ~~activities~~ activities comprise gambling ~~activities~~ activities.